

COMPARATIVE ANALYSIS OF FOOD LABELS DATA FROM DIFFERENT FOOD PRODUCTS

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Abstract

A food label is the most important and direct means of communicating information to the consumer. The internationally accepted definition of a food label is any tag, brand, mark, pictorial, or other descriptive matter, written, printed, stenciled, marked, embossed, or impressed on, or attached to, a container of food or food product. Manufacturing companies were obliged to establish labels for their products. The label by the legal requirements, is a label that consists of two parts - the basic part, which is the same for all products, and - the specific one which is different for different products. The paper aims to compare the basic data and information on food labels from different industries in the Republic of Macedonia and to determine the most common deviations.

The study is based on a comparison of the basic data and information of different food products from the dairy, meat, and canning industries. An electronic questionnaire was created in which the basic data and information are listed and in the rest of the questionnaire, the information is determined on the products themselves - 10 dairy products, 10 meat products, and 10 products from the canning industry were selected. The simple process of comparison is done, based on the information we get from the label, and the analyzed data were analyzed by arithmetical mean value.

After the analysis of the basic data and information, for all products, it was determined that the labels partially comply with the legal requirements. In 70% of the products, only the expiration date is indicated, but not the production date (lot number). This indicates the possibility of potential errors in the determination of shelf life. Accurate label information is essential for industry and consumers and is the basis for the functioning of the withdrawal system.

Key words: Industry, Food label, Shelf life.